

Message Text

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PAGE 01 LIBREV 01483 171319Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----172154Z 113286 /72
R 171211Z JUN 77
FM AMEMBASSY LIBREVILLE
TO SECSTATE WASHDC 9490
INFO USDOC WASHDC

UNCLAS LIBREVILLE 1483

E.O. 11652: NA
TAGS: BPRO XA GB
SUBJECT: FOREIGN LICENSING OPPORTUNITY: ANDREW JERGENS COMPANY

REF: STATE A-2307

1. EMBASSY FEELS THAT LICENSING OPPORTUNITY FOR ANDREW JERGENS COMPANY IN GABON (OPPORTUNITY 5-77-039) IS MINMAL IN VIEW OF SMALL POPULATION, AND HIGH COSTS OF LABOR AND ELECTRICITY, WHEN COPARED WITH SIMILAR CONDITION S IN NEIGHBORING COUNTIRES. WE SUGGEST THAT BETTER CHANCE FOR SUCCESS WOULD BE IN ANOTHER UDEAC (UNION DOUANIERE DE L'AFRIQUE CENTRALE) COUNTRY SUCH AS CAMEROON , WHERE LABOR SUPPLY IS MORE PLENTIFUL AND COSTS ARE LOWER. PRODUCTS MANUFACTURED IN UDEAC MEMBER STATES CAN BE IMPORTED INTO GABON AT LOWER CUSTOMS DUTIES.

2. EMBASSY HAS LEARNED OF TWO EUEOPENA COMAPNEIS WHICH MANUFACTURE COSMETIC PRODUCTS AND MARKET THEM IN FRANCOPHONE AFRICA. EITHER OF THESE MAY BE INTERESTED IN JERGENS OPPORTUNITY, PROVIDED THEIR PRODUCTS ARE NOT REPEAT NOT COMETITIVE. THESE FIRMS ARE (1) EUROPARCO, 16 RUE DE LA BIENFAISANCE, PARIS 8 FRANCE ATTENTION MR FRUGIE AND (2) MR ANDRE CORDIER, 20 RUE RIEGERSVLIET, BRUSSELS BELGIUM FULL NAME OF FIRM UNDKNOW.

3. FOR INFORMATION OF JERGENS COMPANY WE UNDERSTND THAT
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APPLICABLE CUSTOMS DUTIES FOR COSMETICS AND RELATD PRODUCTS FROM NON MEMBER UDEAC STATES ARE THE FOLLOWING:
SHAMPOOS 120 PERCENT: SOAPS 90 PER CENT: AND COSMETICS 135 PER CENTS.

4. IN EVENT JERGENS IS INTEESTED IN SECURING AGENCY REPRESENTATION N GABON, THE FOLLOWING FOR FIRMS ARE

SUGGESTED: (1) CECA GADIS BP 89 LIBREVILLE GABON
(2) MBOLO BP 3955 LIBREVILLE GABON
(3) CFAO BP 122 LIBREILLE GABON AND (4) HOLLANDO BP 162
LIBREVILLE GABON.

5. PLEASE ADVISE IF MORE INFORMATION REQUIRED. STEIGMAN

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NNN

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